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## Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

## **Listing of Claims:**

- 1-5. (Canceled)
- 6. (Previously presented) A method of generating a patterned λ/4 foil, comprising: depositing a reactive liquid crystal layer on a substrate; applying a mask, covering parts of the display corresponding to transmissive parts of the display, while revealing parts corresponding to reflective parts; photo-polymerizing said reactive liquid crystal layer, through said mask; and removing non-reacted liquid crystal material.
- 7. (Previously presented) A method of generating a patterned λ/4 foil, comprising: depositing a reactive liquid crystal layer on a substrate; applying a mask, covering parts of the display corresponding to transmissive parts of the display, while revealing parts corresponding to reflective parts; performing a first photo-polymerization exposure of said reactive liquid crystal layer, while keeping the reactive liquid crystal layer at a first temperature; and performing a second photo-polymerization exposure of the reactive liquid crystal layer, while keeping the reactive liquid crystal layer at a second temperature, one of said photo-polymerization exposures being made through a mask being applied on sald reactive liquid crystal layer.
- 8. (Previously presented) The method of claim 7, whereby said first and second temperatures are chosen such that that the reactive liquid crystal layer is in a nematic liquid crystal phase at said first temperature, and at a temperature above a clearing point of said liquid crystal material.

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- 9. (Previously presented) A method of generating a patterned λ/4 foil, comprising: depositing a reactive liquid crystal layer on a substrate; and providing a patterned orientation layer, corresponding to the desired patterned λ/4 foil.
- 10. (Previously presented) The method of claim 9, wherein said patterned orientation layer is generated by means of photo-alignment.
- 11. (Previously presented) A method of producing a patterned optical foil, comprising: providing a film of reactive liquid crystal material; providing a pattern for processing the reactive liquid crystal material that defines first area segments and second area segments of the film; and processing the reactive liquid crystal material via the pattern to produce: a first optical retardation in the first area segments, and

a second optical retardation in the second area segments; wherein

the first optical retardation is substantially different from the second optical retardation.

- 12. (Previously presented) The method of claim 11, wherein the first optical retardation is in the range of 80 to 100 degrees, and the second optical retardation is at or near zero degrees.
- 13. (Previously presented) The method of claim 11, wherein the first optical retardation is substantially determined by a thickness of the reactive liquid crystal material.

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- 14. (Previously presented) The method of claim 11, wherein the processing of the reactive liquid crystal material via the pattern includes photo-polymerizing the reactive liquid crystal material in the first area segments, and
- substantially removing the reactive liquid crystal material from the second area segments.
- 15. (Previously presented) The method of claim 11, wherein
  the processing of the reactive liquid crystal material via the pattern includes:
  photo-polymerizing the reactive liquid crystal material at a first
  temperature at which the reactive liquid crystal material is in a nematic liquid crystal
  phase, and
  photo-polymerizing the reactive liquid crystal material at a second

temperature that is above a clearing point of the reactive liquid crystal material.

- 16. (Previously presented) The method of claim 11, wherein the pattern corresponds to an orientation layer, and the processing of the reactive liquid crystal material via the pattern includes: orienting the reactive liquid crystal material at a first planar orientation, and
- orienting the reactive liquid crystal material at a second planar orientation that is substantially different from the first planar orientation.
- 17. (Previously presented) The method of claim 16, wherein the first planar orientation differs from the second planar orientation by about 45 degrees.

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- 18. (Previously presented) The method of claim 11, wherein the processing of the reactive liquid crystal material via the pattern includes: providing a first birefringence to the first area segments, and providing a second birefringence to the second area segments.
- 19. (Previously presented) The method of claim 18, wherein the second birefringence is near zero.
- 20. (Previously presented) The method of claim 11, wherein the first area segments and second area segments form pairs of segments that are arranged as a two-dimensional array of pairs of segments.
- 21. (Previously presented) The method of claim 21, wherein the array of pairs of segments corresponds to an array of pixels of a display device.
- 22. (Previously presented) The method of claim 21, wherein the second area segments are substantially transparent.

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23. (Currently amended) A method as claime	d in claim 11-of producing a display
device, comprising:	
providing an array of pixels;	
providing a patterned optical film having pairs of first area segments and	
second area segments,	
the first area segments having a	a first optical rotardation, and
the second area segments havi	ng a second optical retardation; and
combining the array of pixels and the	pattorned optical film to form the display
device;	
wherein	•
the first optical rotardation is substanti	ally different from the second optical
retardation, and	
each pair of first area segments and se	econd area segments corresponds to
each-a pixel of the-an array of pixels of a disp	olay device.
24. (Currently amended) The method of claim	n 23, further including:
providing a pair of polarizers that sand	wich the array of pixels and the
patterned optical film-to form the display devi-	ce.
25. (Currently amended) The method of claim	a 23, wherein
each pixel includes:	
a liquid crystal material, and	
electrodes that are configured	to control the liquid crystal material.
26. (Previously presented) The method of cla	im 23, wherein
the first optical retardation is in the ran	ge of 80 to 100 degrees, and
the second optical retardation is at or r	near zero degrees.
27. (Previously presented) The method of cla	im 23, wherein
the first optical retardation is substantia	ally determined by a thickness of the
patterned optical film.	
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